# **Predicting Bank Term Deposits**

## **Project Overview**

This project focuses on building a predictive model to determine whether a client will subscribe to a term deposit, based on various client and market-related features. The dataset used for this analysis is from a bank's marketing campaigns, which involved phone calls to clients to ask if they would subscribe to a term deposit.

The goal is to use machine learning techniques to predict the likelihood of a client subscribing, allowing the bank to optimize its marketing strategies and improve targeting for future campaigns.

## **Key Features**

* **Binary Classification**: The task is a binary classification problem where the model predicts yes (the client subscribes) or no (the client does not subscribe).
* **Dataset**: Includes features like client age, job, marital status, education, balance, duration of the call, previous campaign outcomes, and economic indicators.
* **Tech Stack**: Python, Pandas, Scikit-learn, Matplotlib, and Jupyter Notebooks were used for data analysis and model building.

## **Problem Statement**

Banks run extensive marketing campaigns to promote term deposit subscriptions. Understanding the factors that influence a client's decision can lead to more effective targeting, reducing costs, and increasing the success rate of these campaigns. This project aims to create a machine learning model to accurately predict whether a customer will subscribe to a term deposit.